

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL 1 HR FORMAT IN TIME FOR  
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

"Like It Is", with its multiple award winning producer and host Gil Noble, has served its viewers for over the last 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives and brings pride and self-esteem to our community. I find the decision to reduce the program is an attempt to diminish its capacity and continuity to provide thorough information within an hour, without having to resort to a new week-to-week serial context. The historic Kerner Commission called upon the media to provide greater representation of people of color in general and the Black community in particular by airing various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an authentic African-American perspective. To date it is the longest running African-American produced television program in the U.S. (which previously had given both WABC-TV and the ABC Network considerable praise in the Black community) that has produced the largest body of programs and documentaries in this country on the African experience in the U.S., Caribbean and even Africa itself.

Today, many of the gains that people of African ancestry have made in media during the past three decades are being systematically reversed. Racial diversity in media ownership and representation in the newsrooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV out of 168 hours of airtime a week, coupled with your station's decision to first try to eliminate the program and then in lieu of that slash the time format, reflects a dangerous, frightening and disturbing trend.

Again, I call upon you to return "Like It Is" to its original hour format. We are very much aware that Disney, an entertainment conglomerate, owns ABC and its news and public affairs department. While I will always support "Like It Is" and Gil Noble, I feel that if these reasonable requests are not granted, I will be forced to find other ways to express my displeasure via my network viewing habits and my purchasing power. I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to what we feel is your insensitivity to the audience that "Like It Is" serves. And as Black History Month is fast approaching, and as "Like It Is" always does special programming to honor this month, it is even more urgent that you return the show to its original hour immediately. If this show is not returned to its one hour format in time for Black History month, I will without hesitation use the options mentioned above.

Print and Sign

Sakeelah Myers

Address

38 Scholes Ave

New York, NY 10023

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Raisah Myers

Signature

38 Scheeres Av

Address

Newark NJ

Dec 22, 2004

Date

Mr. Dave Davis  
President and General Manager  
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New York, New York 10023

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Raisah Myers  
38 Scherrey Ave  
Newark NJ 07112

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Signature

63 Birchview Dr. Piscataway NJ, 08854

Address

12/22/04

Date

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cc:

Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

Ross McMullin.  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

It has come to my attention that adidas has sponsored advertising on the show "NBA Inside Stuff."

I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is," which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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If this is not done, I will register my displeasure with the network's offensive decision by not using the products of the sponsors of "NBA Inside Stuff." I am sure that you are perceptive enough to make the correlation that the viewers of "Like It Is" are the parents of one of your main target audiences. Black youth. And I am sure you are aware that the negative publicityMy community is organizing around this issue and will encourage others to do the same. I am sure that you do not want the negative stigma that WABC-TV has generated that basketball is more important to the Black community than our history and our socio-economic issues attached to your product. Whereas WABC-TV shows insensitivity to the needs of my community, I don't think they will be so inclined to show insensitivity to the needs of their sponsors

Roger WAREHAM 12/22/98  
Name (print) and date

signature

address

572A Fltbn Ave

Brooklyn, NY 11225

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks



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Mr Willie C. Rowe 12/22/04  
Name (print) and date

Willie C. Rowe  
signature

292 Kerrigan Blvd  
address

Newark, N.J. 07106

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

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adidas America  
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DWAN WATERS 12/22/04  
Name (print) and date

[Signature]  
signature

PO BOX 88 ORANGE, NJ 07051  
address

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks



Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

KESHIA BOOKER

Address

63 Birchview Drive  
Piscataway, NJ 08854

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Signature

754 Kelly St. 1A

Address

Brooklyn, NY 10455

Date

12/23/04

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Michael Morel

Signature

192 EAST 151<sup>st</sup>

Address

BRONX N.Y. 10451

12-23-04

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Shirley Samuels

Signature

730 East 163rd St 8F

Address

Bronx, N.Y. 10456

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Tracey Ann Tolliver  
Signature

1730 Bpham Avenue  
Address

12/23/04  
Date



Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

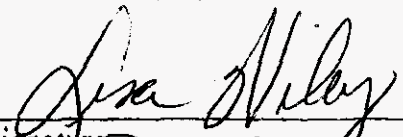
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Signature \_\_\_\_\_  
P.O. Box 1624  
Address \_\_\_\_\_  
Bx NY 10451  
12/23/04  
Date \_\_\_\_\_

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

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Signature

Address

192 E. 151st  
BX NY 10451

Date

12/23/04

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

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Lulene Testamant

Signature

2063 Madison Ave.

Address

NY, N.Y. 10037

12-23-04

Date

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023


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 Mark Williams  
Signature

11 Raymond Ave PH  
Address  
Plainfield, N.J. 07062

December 23, 2004  
Date

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

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*Rev. Ginnell J. Harper*  
Signature

6 Fordham Hill Oval Unit 5H  
Address  
Bronx, NEW York 10468

12/23/04  
Date



TRANSMISSION VERIFICATION REPORT

TIME : 01/03/2005 21:00

|              |             |
|--------------|-------------|
| DATE, TIME   | 01/03 20:55 |
| FAX NO./NAME | 12124562290 |
| DURATION     | 00:05:09    |
| PAGE(S)      | 15          |
| RESULT       | OK          |
| MODE         | STANDARD    |
|              | ECM         |

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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BLACK HISTORY MONTH**

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Print and Sign LILLIE WALDEN  
Address 2 Chapman Pl.  
IRVINGTON, N.J. 07111

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

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*Howard Smith*

Signature

*5502 STEUBEN ST*

Address

*E. ORANGE, NJ*

*12-22-04*

Date

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023


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Signature

78 Woodland Ave.  
Address  
East Orange, NJ 07017

12/22/04  
Date

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

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Dr. Patricia Jones Gregory  
Signature

78 WOODLAND AVENUE  
Address

EAST ORANGE, NJ 07017-2006

December 22, 2004  
Date



Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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BLACK HISTORY MONTH**

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Print and Sign

Roger S. WAREHAM, Esq. Reg - B. Wark  
Address 572A Flatbush Ave; 1  
Brooklyn, NY 11225

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Willie C. Rowe      Willie C. Rowe

Address

292 Kerrigan Blvd  
Newark, N.J. 07106

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA